

Oneida County Tourism Meeting Minutes
Rhineland Area Chamber of Commerce

June 3, 2013

Present: Kim Baltus, Lara Reed, Romelle Vandervest, Bob Martini, Kari Zambon, Pat Broukal, Lyn Pilch

Excused: Connie Madden, Gary Baier, Sarah Pischer, Skip Brunswick

1. **Call to Order** – the meeting was called to order by Kim Baltus at 1:37pm
2. **Approve Agenda** – Motion was made to approve the agenda with the exception that the items would be moved around in order as Lyn Pilch is running late. Vandervest/Martini; motion carried
3. **Approve April Minutes** – Motion made by Vandervest/Broukal; motion carried
4. **Treasurers Report** – with the absence of Madden no report was given, it will be tabled until our August meeting
5. **Invoices** – with the absence of Madden no report was given, it will be tabled until our August meeting
6. **Dates of Future Meetings** – next meeting will be on August 5th in Three Lakes, Reed will contact Skip for a location; October 7th in Lake Tomahawk; December 2nd in Minocqua.
7. **JEM Branding Grant Update**- tabled until later in the meeting
8. **Pilch & Barnet Report** – tabled until later in the meeting
9. **Timing for OCTC presentation to the County Board** - this is somewhat up in the air as the timing of the next meetings are unclear. There could be a July meeting to discuss the new budgeting process. Baltus will contact both County Clerk Mary Bartelt and Finance Chair Dave Hintz to let them know we want to be on the Administration Committee agenda and a full County Board Meeting agenda prior to the budget process. More information to come.
10. **Travel & Expense Reimbursement Policy** - Baltus brought an example from the Minocqua Chamber and read portions of it. It is fairly standard and basic so she will use this as a guideline to draft a policy to bring to the next meeting.
11. **State Tourism Department Report** – NONE
12. **ITBEC Report** – Kari Zambon; there will be a forestry conference held in Carter on June 24th. If you are interested in a Wisconsin Counties Budget update you can check it out on their website wisconsincounties.org. The Department of Tourism has allocated \$40,000 towards promotion of Travel Green. ITBEC will be reviewing the sports shows we attend to decide if others might be better. They are also looking into ways to better promote their new website.
13. **Grow North & OCEDC Report** – Kim Baltus; Grow North is currently searching for a replacement for Executive Director Joe Hegge. Hegge will be retiring at the end of June. OCEDC will be taking over the technology advancement and development from the County Board.
14. **JEM Branding Grant Update** – Lyn Pilch; we received our reimbursement for year 2 but it was \$450 less than it should have been. Baltus has contact the state to see why. We received word on our year 3 grant. We requested \$20,000 but were awarded \$15,000. Baltus is also checking with the state on this. We'll get more information as it's available. The NOW committee is

meeting tomorrow (6/4/13) at Noon at the Rhinelander Chamber. We will discuss what we need to cut since the grant funding is \$5,000 less than hoped.

15. **Pilch & Barnet Update** – Lyn Pilch; a packet of information was handed out and discussed. The first is copy for an upcoming fishing promotion. Lyn is in need of help securing prizes. Members will work on this. The prize will be awarded August 31, 2013. The second was copy and storyboard ideas for new television ads. Pilch discussed the three options and the group narrowed it down to one to move forward with. Two commercials will be shot, one with a more outdoor focus and a second with a more indoor focus. We only have the budget to shoot the commercials this year, they will run next year. They will be shot toward the end of July beginning of August. Pilch also handed out promotional postcards for the Vacation Photo Fail contest which has really just started so please promote. Pilch mentioned that they are working on a new style guide for Oneida County Tourism and it will be handed out once complete.
16. **Community Reports** – Kim Baltus; late spring was tough but things are picking up now. People are very optimistic and anxious for summer and there is a lot more foot traffic and calls coming into the Chamber.
Kari Zambon – the Resort Tour was good, we had 12 attend. The presentation from Tim Brown regarding online registration sites and the new ways people book vacations was interesting. The Let's Go Fishing Chapter now officially has a boat and is recruiting volunteers to get things going.
Lara Reed – agreed with Baltus' comments about the late spring and optimistic outlook on summer. Things are also picking up at the Rhinelander Chamber. This weekend is the annual Art Fair on the Courthouse Lawn and Car Show downtown and at the end of the month we'll have the Hodag Block Party and Hodag 5k/10k Run.
17. **Public Comment/Communications** – None
18. **Items to be included on Next Agenda** – Reimbursement policy
19. **Adjournment** – Motion Vandervest/Reed; motion carried. Meeting Adjourned at 3:15pm.

Respectfully submitted,

Lara Reed

OCTC Secretary